

**MINUTES
SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD**

NOVEMBER 8, 2012

The meeting was called to order by Chairperson Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Jennifer Welling, Sue Hecht, and Steve Vaske. Jeff Thompson was absent.

Motion was made by Welling to approve the minutes from the October 16, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

NOVEMBER PROMOTIONS

Windsor 1.75	\$15.99
Busch Light Pounders 18 pack cans	\$12.99
Miller High Life 24 pack cans	\$14.99

JANUARY MEETING DATE

The January meeting will be held on Wednesday, January 2, 2013 at 6:15 p.m.

OVER & SHORT MONEY

Over and short money was discussed and it was suggested to remind employees to watch checks for accurate amounts and have employees count cash back.

STAFFING

Ludwig reported that the Policies & Procedures Committee interviewed four applicants and two will be hired with the remaining two listed on the eligibility list.

SALES & PURCHASING

Ludwig reported that October was the first month that sales have been less than a year ago. This year there were four Saturdays and last year there was five Saturdays in October. The highway has also affected sales. Margins have fallen due to beer and wine prices increasing.

FRIDAY AND SATURDAY IN-HOUSE TASTING

The store is hosting in-house tastings every Friday and Saturday nights through the end of the year.

WINE CLUB

The next Wine Club will be November 15, 2012 at Ron & Judy's Restaurant. The October Wine Club had 55 people and sold 105 products. The December Wine Club will be held on Thursday, December 13, 2012.

CUSTOMER APPRECIATION

Ludwig distributed the wine bottle opener that will be given out as an appreciation gift to all Wine Club members on December 13, 2012. Any remaining openers will be sold at the store. Snacks will be served and a list of such will be distributed at the next meeting. Board members may prepare a snack for that evening if they wish.

MINNESOTA WINE STATISTICS

Ludwig reviewed the Minnesota wine statistics with the Board.

MMBA FOOD DRIVE

The MMBA Food drive was not very successful. The food and cash received will be brought to the Community Center.

MMBA CONFERENCE

Ludwig reported on the conference he attended. Most pricing is going to a figure ending in \$.49 or \$.99. The conference also addressed using tweeter, face book, and web pages to advertise sales and events.

NEXT MEETING

The next meeting will be held on Tuesday, December 4, 2012 at 6:15 p.m. The agenda should include:

- 2012 & 2013 goals
- Featured Vendor Form to include must provide a minimum of two bottles per variety, two door prizes, and tasting notes on all varieties being tasted.
- Deadline for selection list and tasting notes.

There being no further business, the meeting was adjourned at 7:48 p.m.